

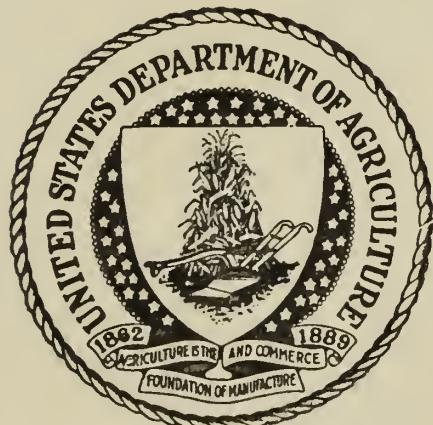
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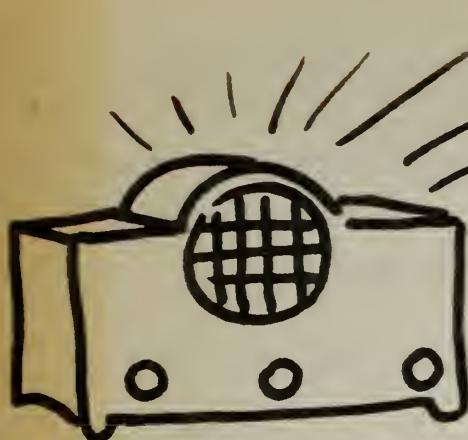
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Hello, housewives of  
York and Lancaster!

This is all about the "Banner Buy" test program now operating in your grocery store -- how it can help you save money, feed your family better. In this "radio interview" Dr. Day Monroe of the U. S. Department of Agriculture answers your questions...

BROADCASTER: Dr. Monroe, what do you think of the way the test is going?

MONROE: It seems to me that both dealers and shoppers are definitely benefiting. . .

BROADCASTER: That's a new angle for me. . . I mean that both benefit. . .

MONROE: It's true. . . but dealers and women are not the only ones that benefit. . . the farmers and the food distributors benefit too. . . You see it is all to the good for both business and consumers, too, when plentiful foods move along through the markets and aren't wasted. . .

BROADCASTER: Now you're using that word "plentiful". . . What do you mean by plentiful?

MONROE: Supplies are relatively large. . . that is, larger than the market will normally absorb. There are several reasons why supplies may be larger than usual. It may be the top of the season, like the season for cabbage from the South or for those juicy grapefruit we see in markets. Or the food may be plentiful

because there was a good crop last growing season, and a great deal was canned. That's the reason why some homemakers have been able to buy canned grapefruit juice, those great big, 46-ounce cans, for only about 19 cents. Or standard grade canned peas for very reasonable prices. So there are plentiful foods of different sorts, plentiful for different reasons.

BROADCASTER: Who decides what's plentiful enough to be sold under the Banner?

MONROE: The Department of Agriculture makes up the list. It uses figures showing stocks in warehouses, condition of growing crops, weather reports and the like. So it has a pretty good picture of national supply now and coming.

BROADCASTER: But regions aren't all the same. . .

MONROE: Yes, that's true. So the national list is checked with persons who know the situation in each region. The list for your area, for example, was checked with the State Department of Agriculture, and so was tailored to fit this locality.

BROADCASTER: Well, if the foods on the list are plentiful aren't they really "surplus" or "distress" foods? Something someone wants to unload?

MONROE: Not at all! Just because there's good weather and we have more grapefruit than we had last year does not mean that grapefruit isn't just as GOOD and just as good for us nutritionally as it would be if there had been bad weather and a scarce crop. We're just in luck that there is a plentiful supply. Really in luck because when foods are plentiful, prices are lower than they would be if the foods were scarce. And the quality is often better.

BROALCASTER: Oh. . .you mean that all these plentiful foods are sold at bargain prices?

MONROE: Well, yes and no. Yes--prices certainly are lower than on scarce foods. Eggs you may remember were around 90 cents in the middle of the winter and they've come down to around 60 cents

now. That's a big saving when you're buying eggs for a family. But there isn't any special sale price on eggs this week.

BROADCASTER: Then plentiful foods are "economy" buys instead of bargains for a day. . . .

MONROE: Yes, that's right. Women can save if they do their buying under the Banner because there they will find foods that are relatively low in price because they are plentiful. The Banner calls these plentiful foods to the attention of us buyers. Maybe you hadn't noticed that grapefruit juice was so reasonably priced until you saw it under the Banner.

BROADCASTER: Well. . . I can see that it's helpful to women to have these plentiful, economical foods tagged for them. . . because women certainly are worried about high food prices now.

MONROE: They certainly are. Prices are about forty percent higher than they were two years ago. The Banners help women to find "economy buys," stretching their food money.

BROADCASTER: But won't the women think that the government is telling them what to buy? You know here in York and Lancaster we're pretty independent. We're proud of being called thrifty, and we like our own traditional dishes. They're famous the country over.

MONROE: They certainly are. My grandmother came from Pennsylvania out to Kansas and she was one of the best cooks in the town, and it wasn't just her grandchildren who thought so. But the government and the food dealers aren't telling anyone what to buy or how to cook. They're just saying "Here are some plentiful, economical foods," and you can use these foods in your favorite dishes for they're all good. And of course you'll eat other foods too as usual.

BROADCASTER: But what about that little cook book, "Money-Saving Main Dishes?" Aren't you. . . that is the Department of Agriculture distributing that? And doesn't it give recipes?

MONROE: Yes but you know how we women are about recipes. We like our good old standbys. But we like variety too. And right now, with those high prices, we're trying to find ways of making our

families think they're still eating "as usual," while we cut food bills. And that's what "Money-Saving Main Dishes" does. . .helps you stretch the higher priced foods. . .like meats. . .and still have good main dishes.

And remember too that every year there's a new crop of brides and they aren't as skillful at cooking or as economical as their mothers. . .

BROADCASTER: So what would you advise them to do?

MONROE: Go to their favorite food dealer's store and get a copy of Money-Saving Main Dishes. . .free. . .(in York, the homemaker can get a card at her grocers that will bring her a free copy by mail) and buy some plentiful foods from under the Banner. . . and have a good dinner that all the family will like.



Buy Under the Banner -- Shop for these Plentiful Foods

Irish Potatoes

Spinach

Tomatoes

Cauliflower

Celery(until June 15)

Oranges, grapefruit  
and lemons

Dried prunes, raisins,  
peaches and figs

Eggs

Fish, fresh  
or frozen

Peanut Butter

Fruit spreads

Honey

Canned tomato

juice, cat-  
sup, paste  
and puree

Canned Foods:

Peas

Pumpkin

Sweetpotatoes

Grapefruit segments

Apples, apple juice

applesauce

Fresh prunes (purple plums)

Orange, grapefruit  
and blended juices

